LEO BURNETT COMPANY, *Inc.*
Ad No. 167—Req. No. 80738—1 Page—4/C—(9⅛ x 12¼ in.)—Instructor, 1971 (C)
Printed in U.S.A.

To you, they're empty gum packs.

To these Latin American kids, they're protection against smallpox.

20610340611

Here's a wonderful opportunity for your group to help children around the world.

You see, for every 10 empty outer pack wrappers of Clark or Smile Gum that your group sends us, we'll donate 5¢ to UNICEF.

Last year, you sent in over a million packs. And this was enough to buy vaccine to inoculate 2,700,000 kids against smallpox.

Millions of children around the world depend on UNICEF aid, so in addition to your regular contribution to UNICEF this year, "Trick-or-Treat" with Clark Gum this Halloween.

Send your empty outer pack wrappers to "Treat of Life," U.S. Committee for UNICEF, P.O. Box 4333, Clinton, Iowa 52732.

Campaign ends November 15, 1971.
Offer also good in Canada.

Help Clark Help UNICEF!

Clark and six other nationally known brands have joined together in the "UNICEF Treat of Life" promotion. Watch for details in an advertisement in the October issue of *Reader's Digest*.

The U.S. Committee for UNICEF welcomes your support of this program, although no UNICEF endorsement of any product is intended.

Source: https://www.industrydocuments.ucsf.edu/docs/nnm00004
20610340611